

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
 - 2 a) accepting document information;
 - 3 b) using the document information to determine content in addition to
 - 4 content of the document; and
 - 5 c) combining at least a portion of content of the document and at least a
 - 6 portion of the determined content for presentation to the user,
 - 7 wherein the document is at least one ad.
- 1 2. The method of claim 1 wherein the at least one ad is for a product and
- 2 wherein the determined content is a review for the product.
- 1 3. The method of claim 1 wherein the at least one ad is for a service and
- 2 wherein the determined content is a review for the service.
- 1 4. The method of claim 1 wherein the at least one ad is for a product or service
- 2 and wherein the determined content is a news story about the product or service.
- 1 5. The method of claim 1 wherein the determined content is a search query
- 2 related to the document.
- 1 6. The method of claim 1 wherein the determined content is a message from a
- 2 user group.
- 1 7. A method comprising:
 - 2 a) accepting document information;
 - 3 b) using the document information to determine content in addition to
 - 4 content of the document;
 - 5 c) using the determined content, determining further content; and

6 d) combining at least a portion of content of the document, at least a
7 portion of the determined content, and at least a portion of the determined
8 further content for presentation to the user.

1 8. The method of claim 7, wherein the determined content is one of (A) a news
2 story, (B) a review, (C) a search query, and (D) a user group message, and
3 wherein the further determined content is at least one ad relevant to the
4 determined content.

1 9. Apparatus comprising:

2 a) an input for accepting document information;
3 b) means for determining content in addition to content of the document
4 using the document information; and
5 c) means for combining at least a portion of content of the document and
6 at least a portion of the determined content for presentation to the user,
7 wherein the document is at least one ad.

1 10. The apparatus of claim 9 wherein the at least one ad is for a product and
2 wherein the determined content is a review for the product.

1 11. The apparatus of claim 9 wherein the at least one ad is for a service and
2 wherein the determined content is a review for the service.

1 12. The apparatus of claim 9 wherein the at least one ad is for a product or
2 service and wherein the determined content is a news story about the product or
3 service.

1 13. The apparatus of claim 9 wherein the determined content is a search query
2 related to the document.

1 14. The apparatus of claim 9 wherein the determined content is a message from
2 a user group.

1 15. Apparatus comprising:
2 a) an input for accepting document information;
3 b) means for determining content in addition to content of the document
4 using the document information;
5 c) means for determining further content using the determined content;
6 and
7 d) means for combining at least a portion of content of the document, at
8 least a portion of the determined content, and at least a portion of the
9 determined further content for presentation to the user.

1 16. The apparatus of claim 15, wherein the determined content is one of (A) a
2 news story, (B) a review, (C) a search query, and (D) a user group message, and
3 wherein the further determined content is at least one ad relevant to the
4 determined content.